

1. A method for providing equity ownership in an entity which has as an asset a cruise ship, the method comprising:

issuing stock shares in an entity which owns rights to use a cruise ship; and

declaring an annual dividend entitling the stockholder with a right to use the

5 property for a fixed period.

2. A method as recited in claim 1, wherein the property corresponding to a cruise ship includes a right to an amenity of the cruise ship.

10 3. A method as recited in claim 2, wherein the amenity includes one of:

(i) access to a recreational facility;

(ii) access to a restaurant;

(iii) access to a club;

(iv) access to an exercise facility;

15 (v) access to a health spa and message therapy;

(vi) access to a personal hygiene salon;

(vii) use of transportation associated with the cruise ship;

(viii) an activity; and

(ix) a service.

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4. A method as recited in claim 2, wherein the amenity is available on the cruise ship.

5. A method as recited in claim 2, wherein the amenity is available off of the cruise ship.

5 6. A method as recited in claim 1, wherein the step for issuing stock shares comprises at least one of the steps for:

- (i) providing the stock shares for purchase through a travel agent and/or stock broker;
- (ii) providing the stock shares at a public stock exchange;
- 10 (iii) providing the stock shares at an electronic exchange; and
- (iv) privately providing the stock shares.

7. A method as recited in claim 1, wherein the stock shares include shares of a preferred stock.

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8. A method as recited in claim 1, wherein the stock shares are issued in a plurality of classes and values.

9. A method as recited in claim 1, further comprising the step for selectively
20 scheduling a use period to a stockholder.

10. A method as recited in claim 1, wherein the stock shares include a preferred stock.

5 11. A method as recited in claim 1, further comprising at least one of the steps for:

- (i) allocating expenses; and
- (ii) allocating dividends.

12. A method for using a property comprising:
purchasing stock that entitles use of at least one of:

a cruise ship property; and

5 an amenity associated with the cruise ship;

selectively obtaining a use period to exercise the use entitlement; and

using the property during the use period.

13. A method as recited in claim 12, wherein the step for purchasing stock is
10 performed through a travel agent.

14. A method as recited in claim 12, wherein a benefit of the stock includes one or
more points that are redeemable in association with the usage entitlement.

15 15. A method as recited in claim 14, further comprising the step for redeeming the
points on a delayed basis.

16. A method as recited in claim 12, wherein the usage entitlement is based on
double occupancy.

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17. A method as recited in claim 12, wherein the step for selectively obtaining a use period comprises at least one of the steps for:

- (i) providing a use request;
- (ii) receiving the use period from a lottery system that assigns use periods;
- 5 and
- (iii) using a scheduling preference to obtain the use period.

18. A method as recited in claim 12, wherein the step for using the property during the use period comprises at least one of the steps for:

- 10 (i) swapping the use period for another use period; and
- (ii) charging another individual to use the property during the use period.

19. A computer program product for implementing within a computer system a method for selectively obtaining an entitlement for use of a benefit associated with a cruise, the computer program product comprising:

5 a computer readable medium for providing computer program code means utilized to implement the method, wherein the computer program code means is comprised of executable code for implementing the steps for:

providing stock information that entitles use of at least one of:

a cruise ship property; and

an amenity associated with the cruise ship;

10 receiving purchase information from a user relating to a purchase of one or more shares of stock associated with the stock information; and

selectively preserving information corresponding to the purchaser of the one or more shares of stock.

15 20. A computer program product as recited in claim 19, wherein the user is a travel agent.

21. A method for providing equity ownership in an entity which has as an asset a right to use a part of a cruise ship, the method comprising:

issuing stock shares in an entity with rights to use a cruise ship; and

5 providing benefits entitling the stock share owner with a right to use a portion of the cruise ship for a fixed period.